"Love Finds Andy Hardy" Held Over 2nd Week, Princess, Montreal

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 18 | TORONTO 2, CANADA | August 20th, 1938

ROARING

louder than "Yank At Oxford" at the box-office

"THE CROWD ROARS"

starring **ROBERT TAYLOR**

FLASH! Opening engagements top "Three Comrades," "Yank At Oxford." Biggest Bob Taylor money-maker to date.

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CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

The LION'S ROAR

They had to spray Leo's tonsils this week.

So much good news to ROAR about, he strained his sound track.

For instance:

Continued amazing box-office performance of "Love Finds Andy Hardy" with 2nd week hold-overs mounting.

Followed by sock-o-penings of Bob Taylor in "The Crowd Roars."

And the announcement of "Marie Antoinette" at popular prices!

★ ★ ★ ★ ★

TRADE-SHOWS!

Ask your M-G-M Branch where the nearest Trade Show of "Marie Antoinette" will be held. Call your wife and enjoy it with her. Until you sit before this enthralling picture you cannot fully realize what's in store for you and your patrons. An eyeful, a heart-full, a theatre-full!

★ ★ ★ ★ ★

"BARNUM GIVES UP!"

M-G-M showmanship. More than 200,000 persons have already visited the Marie Antoinette Museum in the Astor Theatre. Summer visitors to Broadway send postcards back home. Feature stories in newspapers and magazines everywhere. Broadcasts from the lobby with visitors interviewed. Entire theatre converted into a museum, seats covered with terraced platforms covered with royal purple plush to display exciting properties from the picture. Real antiques, historical items from the dramatic period.

"MARIE ANTOINETTE" AT POPULAR PRICES!

As its sincere contribution and gesture of enthusiastic cooperation with the united industry drive ("Motion Pictures Are Your Best Entertainment") M-G-M has cancelled elaborate road-show plans for this glorious and truly road-show picture in order to bring it directly to the public at popular prices as the first of the great entertainments of the new season.

Preceded by the longest advance publicity campaign any picture ever received, plus a nationwide billboard campaign with thousands of boards in 1200 cities, plus color-ads in all fan magazines, plus the fame of three advanced price engagements in Los Angeles, New York and San Francisco, plus large-scale newspaper advertising . . ."Marie Antoinette" is on the way to fame and (your) fortune!

"Sweetheart of the Day"

NORMA DEAR YOUR FANS ARE WAITING!

The most beloved, the most admired personality on the screen comes to her millions of loyal followers in a role so thrilling, so touching, so beautiful that it must truly remain first and forever in their memories as the greatest they have ever witnessed. Many lines will be written in praise of her, but the greatest line will be at your box-office.

★ ★ ★ ★ ★

HOLDING THE HARDYS

Two weeks for Mickey Rooney and his women. "Love Finds Andy Hardy" extended engagements at Capitol, N. Y., Baltimore, Houston, Wilmington, Atlanta, Harrisburg, Indianapolis, New Orleans, St. Louis, Toledo, Boston (State & Orpheum day and date), Washington, Cleveland, Hartford, New Haven, Pittsburgh, Worcester and still they come!

Bold 24-Sheet Nationwide!

WATCH M-G-M!

Leo's list of releases for August, September and October made public last week brought roars of approval from showmen.

"Love Finds Andy Hardy" followed by "Crowd Roars" started the ball rolling.

"Rich Man, Poor Girl" with Bob Young, Lew Ayres, Ruth Hussey and a cast of new faces is an August bright spot together with Laurel-Hardy's funny feature "Block-Heads."

August 26th ushers in "Marie Antoinette" as first of the impressive Fall Season Big Ones.

Closely followed by Clark Gable-Myrna Loy in "Too Hot To Handle" (*still in production, it's terrific!*) Next comes the great heart drama, Spencer Tracy-Mickey Rooney in "Boys Town."

"The Great Waltz" with Luise Rainer, Fernand Gravet and Miliza Korjus is something to look forward to. "Stablemates" gives you Wally Beery and Mickey Rooney "Listen Darling" brings Freddie Bartholomew, Judy Garland, Mary Astor, Walter Pidgeon. "Three Loves Has Nancy" delights with Janet Gaynor, Robert Montgomery, Franchot Tone.

Lots of other M-G-M money-makers in between and then the October-topper: Jeanette MacDonald, Nelson Eddy in the Technicolor triumph "Sweethearts."

That's what you'll call each and every one of those August, September, October releases.

Yes, we repeat

"SWEETHEARTS"

Leo

EXTRA!

As we go to press New York gives $2 Astor Premiere rousing welcome!

Speaking of M-G-M showmanship: thanks for your vote of confidence which gave M-G-M four out of five awards in the A. M. P. A. exhibitor survey on promotion determined by leading showmen throughout America.

ABOVE: *Interior of Museum from Stage.*

RIGHT: *From morning to midnight crowds wait patiently to enter.*

MUSEUM AND EXHIBIT NOW OPEN FREE
Prior to the presentation of the Metro-Goldwyn-Mayer production
MARIE ANTOINETTE this theatre at this time presents without
charge an opportunity to study some authentic details in properties

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RAY LEWIS
Editor and Publisher

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Easy to Digest"

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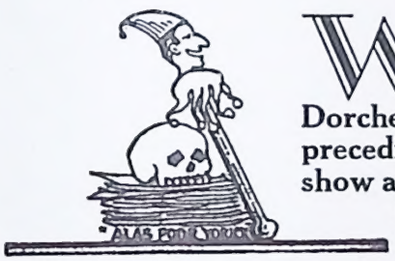
Vol. 30, No. 18 | TORONTO 2, CANADA | August 20th, 1938

HYAMS BROS. SPONSOR EDDIE CANTOR SHOW



WHEN your editor saw Eddie Cantor at the Dorchester Hotel, Friday, preceding the night of his show at the State Gaumont, Kilburn, we asked Eddie to tell us all about it. Eddie was just rushing off to do a rehearsal with the orchestra, for days he had been travelling over England, getting shows together and collecting funds for refugee children. He told The Digest that in ten weeks he had collected £65,000 (three hundred and twenty-five thousand dollars) and that in the last four days, he had had only four hours' sleep.

The Hyams brothers, well-known exhibitors in Great Britain, namely Syd, Frank and Phil, were right with Eddie Cantor every minute of the time, working out the plans and details of probably the biggest show which Londoners have ever seen.

It appears that Mr. Phil Hyams promised Eddie a guarantee of £5,000 for charity, if he would organize a show. Eddie took up the offer, for Eddie Cantor has been doing much for refugee children, not only as this concerns refugee children of today, but refugee children with whom we have become familiar since the War left thousands and thousands of these children, homeless, fatherless and motherless, wanderers upon the face of the earth.

The show which presented most of the famous artists appearing in London, and which would take you months to see, provided you were ambitious to see all the stars on the benefit performance, was organized in a period of four days. Perhaps that is why it was such a success, financially and in its entertainment value.

Meeting Phil Hyams during one of his busy moments, he said, "Well, Ray Lewis, I have given you some copy, haven't I?"

"Great," said your editor. The receipts at the box-office were £3,400 (seventeen thousand dollars) and the collection made at the theatre amounted to thirty-five thousand dollars.

Eddie thought it was worth all the hard work. We congratulate Eddie Cantor on his ability and service, we congratulate the Hyams brothers for their good work, and Gaumont-British for the contribution of the theatre.

As for the artists who came to do their "great bit", who waited, some of them from midnight to four-thirty A.M., to give all that they had to give by way of talent, no words of thanks can measure up the appreciation of their gift.

Someday, there will be in the Holy Land, men and women, these very children grown up into useful citizens because they had their chance. They will always remember, at a time when men and women, when nations appeared to be quite mad, when Civilization appeared to be submerged in a wave of barbarism which mocked at religion and the ethics of human and humane behavior, that there were groups of people in many lands who still expressed the quality of tolerance, of mercy, and who preached the universal brotherhood of man.

RAY

RAY LEWIS

PRESENTS

TALKING to Mr. Ben Goetz, who is at the head of the M-G-M production activities, England, Mr. Goetz presented a picture, and a series of arguments concerning the production of pictures in England, which were sufficient to prove, that good pictures can be made in England, in any country, because in the words of Mr. Goetz, "Mentality knows no geography".

"Look at the pictures which have been made outside of Hollywood, and which have been world entertainment, and among the money-makers of film fame. Take our own 'Yank At Oxford', made in England, no better picture could have been made of this story at Hollywood and I doubt if we would have succeeded as well there, as we have here.

"Look at Korda's several successes, and several pictures which Gaumont-British has produced, look at 'Nanook of the North', 'Esquimaux', 'White Shadows of the South Seas', 'Trader Horn'. There is a healthy list, too numerous to mention. Pictures which have been made under the most trying conditions, pictures made where only the most primitive conditions prevailed. Look at the Herbert Wilcox picture, 'Victoria The Great', another British film which has won the plaudits of the press, and proved entertainment in the many countries in which it has been presented.

"Yes, pictures can be made in England, great pictures, all one requires is the good sense, the ability and the finance to produce them."

Incidentally, Mr. Ben Goetz has a brother, Jack, associated with Mr. Jack Gottleib, at Toronto, interested in the Duart Film Laboratory.

SAW Maurice Schwartz, who is soon to fly to Palestine, where he will see his father, who is residing in Jerusalem, and who is eighty-six years old. Mr. Schwartz will proceed to Tel-Aviv, where he will produce "The Brothers Ashkenazi", in Hebrew, with the Okel players. Following which engagement he flies back to England and embarks on the "Queen Mary", August 31st, for New York, where he will produce Sholem Asche's, "Three Cities".

I found Mr. Schwartz' presentation of "The Brothers Ashkenazi" a most interesting play, excellent picture drama. The story of two brothers, twins, one who is born with an urge for amassing wealth. He is shrewd, cunning, ambitious, grasping; the other brother, who loves the finer things of life, is interested only in the acquisition, or possession of wealth, as it enables him to buy presents for the woman he loves, or enables him to go to the opera, to wear fine clothes and to drink good wine. His is the true Bohemian nature.

The ambitious brother marries the girl whom the Bohemian brother loves, and the Bohemian brother marries into a very wealthy family. The marriage of wealth for the Bohemian proves a failure, for he still loves his brother's wife; and finds the other woman whom he has married, a jealous, nagging and irritable companion.

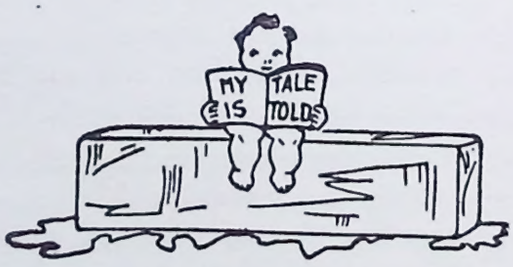
IN time, the ambitious brother manages to secure for himself his father-in-law's business, his father's place in the business with which he has for years been associated; he manages to secure for himself the interests of the children in the business with which he is associated, he becomes hated by his workers because of the tyranny of his service, he loses all his friends, but steadily gains wealth and power.

Finally, when his position of wealth and power is assured, war and revolution, not only take from him his life, but his daughter, who falls in love with her Bohemian uncle, the latter who divorces the rich wife, to marry his niece.

When the revolutionists have stripped the ambitious brother of his wealth, and imprisoned him, when death momentarily awaits him, the Bohemian brother comes to his rescue, but both are seized as they reach the Polish border. The ambitious one plays the fool to please the drunken soldiery, but when commanded to dance, the Bohemian brother refuses, and is shot dead.

The ambitious brother is restored to his family, but when he joins the others to say prayers for the dead, he dies while chanting the prayers.

No doubt, a less tragic finale would be conceived for this picture, but it certainly has the elements of picture drama, and characterizations which would lend themselves to screen interpretation.



U. A. Plan Most Extensive Advertising, Publicity and Exploitation Campaign Ever Accorded British Production for Korda's "Drums"

SHOW NEWS FROM RKO RADIO

With the Astaire-Rogers-Berlin "Carefree" set for release on Labor Day . . . with "Gunga Din" and "Room Service", two of the biggest shows to be released by any company this Fall, in the cutting room . . . with other important shows shooting and being moved into production as this announcement goes to press, ***RKO-RADIO Lays Its Show News on the Line.***

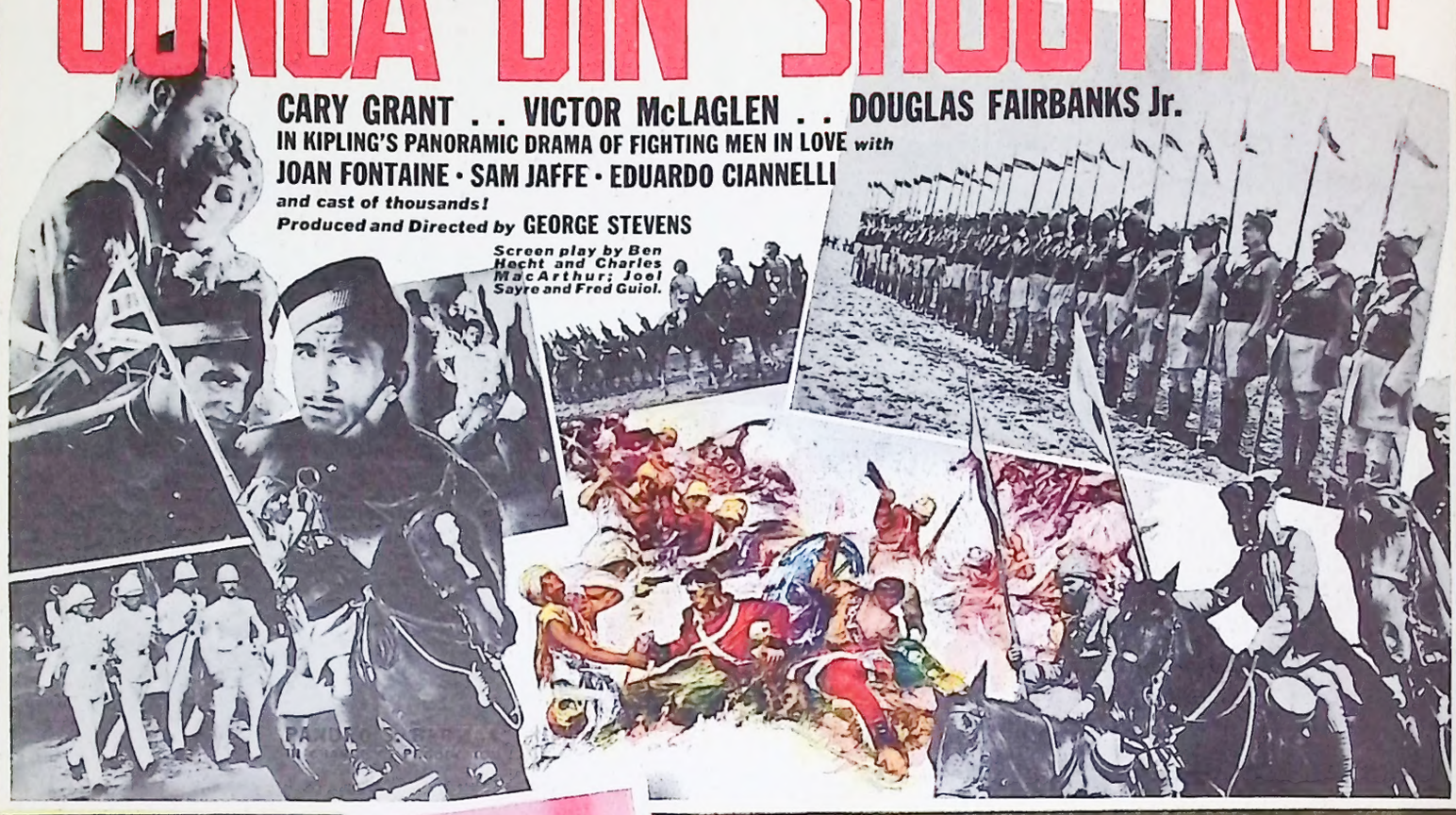
We have more box-office stars and more fine properties than ever before. Impressive as our program looks today, it will be augmented by box-office names and properties, and strengthened month by month, as alert showmanship in our studio, with Pandro S. Berman in charge of production, seizes every show opportunity.

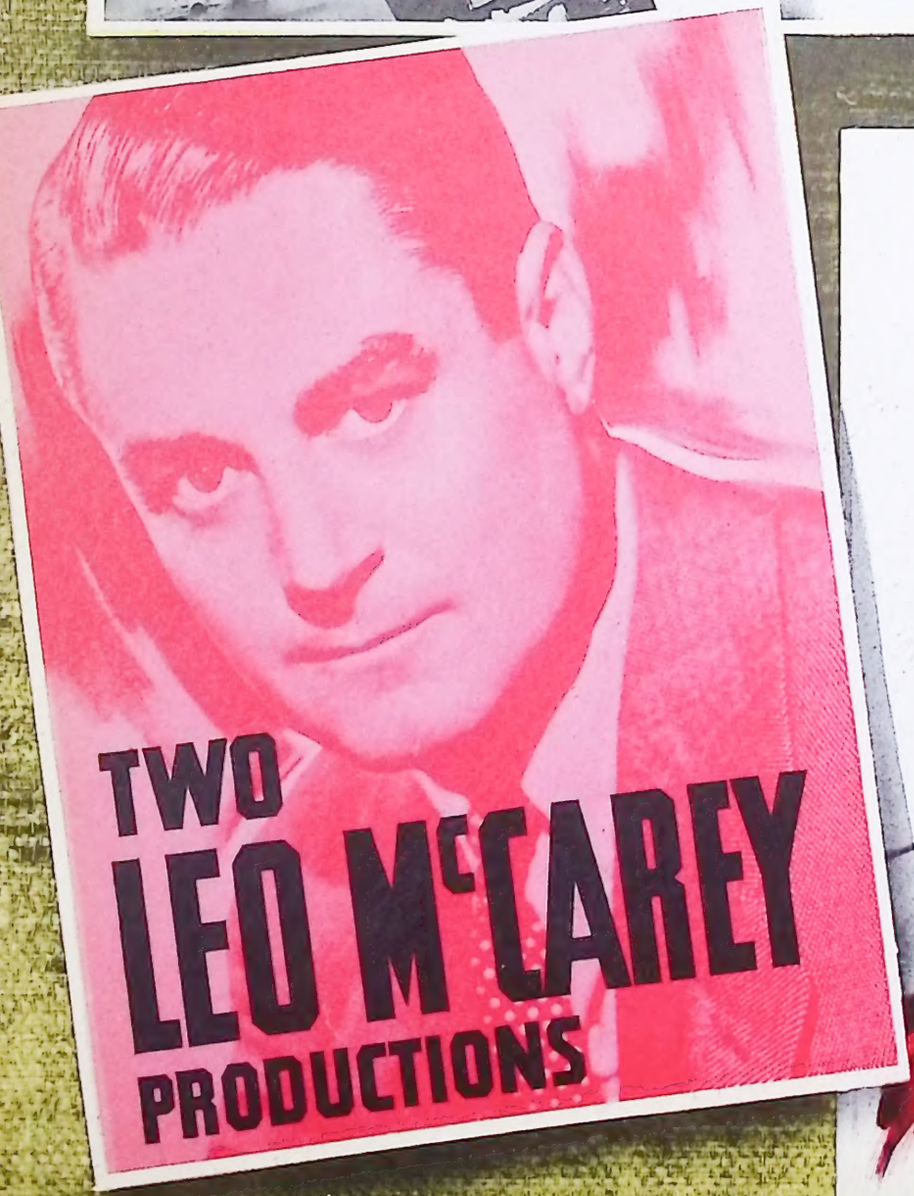
54 FEATURES FOR 1938-39

'GUNGA DIN' SHOOTING!

CARY GRANT . . VICTOR McLAGLEN . . DOUGLAS FAIRBANKS Jr.
IN KIPLING'S PANORAMIC DRAMA OF FIGHTING MEN IN LOVE *with*
JOAN FONTAINE • SAM JAFFE • EDUARDO CIANNELLI
and cast of thousands!
Produced and Directed by GEORGE STEVENS

Screen play by Ben Hecht and Charles MacArthur; Joel Sayre and Fred Guiol.





Digest Reviews and Previews

(*Continued from Page 6*)

two of them, "uncle" is made to realize the error of his ways, and before you know it, he is back in big time, and Jane has become a screen star.

This is a "natural" for the small towns, who last year boosted Jane Withers to sixth place in the FAME poll. Jane Withers carries the whole picture, in spite of the noteworthy efforts of such well-known players as Helen Westley, Jed Prouty, Douglas Fowley, Wilcoxon and Gloria Stuart. Jane's work is always up to scratch, and in this she exceeds even her best previous efforts, especially in the imitation sequences. Miss Stuart, whose blonde loveliness will turn the head of the most confirmed bachelor, carries the romantic interest successfully, and Wilcoxon also holds up his end satisfactorily. Of the others, Helen Westley and Jed Prouty are the stand-outs.

Herbert L. Leeds directed, with John Stone as associate producer. Screenplay by Frances Hyland and Albert Ray from an original idea by Frank Fenton and Lynn Root.

Running time—60 minutes.

SHORT SUBJECTS

"FOLLOW THE ARROW"
METRO-GOLDWYN-MAYER

HOWARD HILL, world's champion archer, who did the shooting for Errol Flynn in "Robin Hood", is the hero of this latest Pete Smith Specialty. Even if you never cared for archery before, by the time this is over, you will be an ardent fan, for Hill displays some trick shots that are truly amazing. One particularly interesting feature, is a contest between Hill and a skeet-shooting expert, the latter armed with shotgun. Hill shatters the target before the expert can even get his gun aimed. Final stunt is the old William Tell legend brought to life, with Hill shooting an apple from a man's head. Affidavits are produced that all the shots are the real thing, and not just trick photography.

This is one of the most interesting shorts we have seen, and we urge you to book it as soon as possible.

Running time—10 minutes.

"BROTHER GOLFERS"
RKO RADIO

AN RKO Sportscope, in which the famous golfing family, the six Turnesa Brothers, put on an exhibition that will make the golfers in your audience itch to get at their trusty woods and irons. The shots are something that will make a golfer's mouth water, and the whole short is enhanced by first class photography. Worth special billing.

Running time—11 minutes.

"THE COURTSHIP OF THE NEWT"
METRO-GOLDWYN-MAYER

THIS was originally entitled "The Love Life of the Newt", but according to reports, the Hays office forced the change. At any rate, it is one of the funniest of the Bob Benchley shorts, with Benchley, in the guise of a professor, giving a lecture on a newt's love life. After several attempts to illustrate his lecture with a live newt, attempts which are foiled by said newt taking a gastronomic interest in Benchley's fingers, the Professor is finally forced to illustrate by means of a chart. His assistant will also get a lot of laughs, as he strops a knife on a dead fish. Book it.

Running time—8 minutes.

"PUDGY THE WATCHMAN"
PARAMOUNT

A BETTY BOOP cartoon that contains little amusement. All about a pup who won't catch mice, and is replaced with a big cat. The cat fails miserably, and the pup gets his job back. Pass it up.

Running time—7 minutes.

"FOOL COVERAGE"
RKO RADIO

ANOTHER Edgar "Slow Burn" Kennedy comedy, that your patrons will enjoy immensely. In this one, father-in-law is the cause of all the trouble. When father-in-law, who can't see in front of his nose, borrows Edgar's car to try and pass a driver's test, thing start popping, and continue to pop right up to the last hilarious minute. Book it.

Running time—16 minutes.

PERSONAL MUSINGS

RUMOURS are current that a new Independent chain of theatres is being planned by a well-known exhibitor, who formerly was in the employ of the government. According to our information, this exhibitor has financial backing to the extent of $2,500,000, this money to be used to purchase theatres. Already houses have been secured in Timmins and Prescott, Ont.

Alec Eckler, who had been managing the Photodrome Theatre, Toronto, for Sam Ulster, was drowned last week-end, in the Rouge River, near Toronto. The Digest extends sympathy to the bereaved family.

The Digest extends its sympathy to Mr. I. Singerman, Imperial Theatre, Ottawa, on the recent death of his father.

G. Champagne, Auditorium, Shawinigan Falls, Que., was a recent visitor to Montreal's Filmrow.

Paul Nathanson, vice-president Empire-Universal, returned last week from a trip abroad. He immediately departed on a visit to the Maritimes, accompanying Mr. J. J. Fitzgibbons, of Famous Players.

Jack Arthur complaining he had to cut his holidays short because of mixed bookings.

Tom Daley looking hale and hearty after a very enjoyable vacation.

Congratulations to Frank Willis, Metropolitan, Winnipeg, for his fine exploitation tie-up with the Hudson's Bay Co., on RKO Radio's "Having Wonderful Time".

Milton Fallick, Lyceum, Hamilton, was seen around the Toronto exchanges this week.

Wolfe Cohen, Canadian District Manager, Warner Bros., returned this week from a short visit to the Home Office in N.Y.

Raymond Allen, Hollywood, Toronto, seems to be running into bad luck. Several months ago, before his marriage, he went to visit his fiancee in Montreal, and was stricken with acute appendicitis, necessitating an immediate operation. The other day, Ray was again taken to the hospital, this time with kidney trouble. Tough luck, Ray.

"Jay L."

THE SUCCESS
of your
THEATRE
depends upon
GOOD EQUIPMENT

consult
GENERAL
THEATRE SUPPLY COMPANY Ltd.
104 BOND STREET TORONTO • 336 MAYOR STREET MONTREAL

Report Nelson Rockefeller To Join RKO Board

RKO Radio Announces New Season's Product

Important Big-Name Pictures Already Finished by Pandro S. Berman for Early Fall Release, Ned E. Depinet States in Announcing Product

BRINGING to a climax its current season with the forthcoming release of the Fred Astaire-Ginger Rogers-Irving Berlin musical "Carefree", Ned E. Depinet, vice-president in charge of distribution announces that RKO Radio will release fifty-four feature pictures and one hundred ninety-nine short subjects in 1938-39. With this announcement comes the information that Pandro S. Berman, vice-president in charge of production, has more notable attractions in production and actually on film for early Fall release than at any time in the company's history.

Ready soon for theatres is "Room Service", bought as a starring property for the Marx Brothers for the all-time high sum of $255,000, and scheduled for September release. Completed as well is "The Mad Miss Manton", comedy co-starring Barbara Stanwyck and Henry Fonda. The "Gunga Din" picturization of the Kipling ballad favorite will finish shooting about the time that "Room Service" is offered the public.

As in the past, Mr. Berman will personally produce a group of this organization's outstanding comedies, dramas and musicals. Among these will be the filmusicals of the Astaire-Rogers combination, now entering on the sixth year.

Important deals negotiated during 1938 have brought to the RKO Radio studios Leo McCarey, whose first picture under this company's banner will be "Love Match", scheduled for the cameras in mid-September; and Gregory LaCava, now preparing his first picture for the coming season. With George Stevens, now producing and directing "Gunga Din" with Berman in charge of production, these will constitute an unequalled triumvirate of producer-directors.

BIG STAR LIST

THE star aggregation, headed by Astaire and Rogers, includes such box-office personalities as Claudette Colbert, Irene Dunne, Charles Boyer, Victor McLaglen, Douglas Fairbanks, Jr., Cary Grant, Joan Fontaine, Barbara Stanwyck, Henry Fonda, Tommy Kelly, the "Tom Sawyer" kid, George O'Brien, Bobby Breen, Anna Neagle, Anton Walbrook, Peter Holden the seven-year-old sensation of the Broadway stage, Anne Shirley, Jack Oakie, Lucille Ball, Joe Penner, Harry Carey and Bob Burns.

Another Astaire-Rogers musical is promised for 1938-39, that will be in keeping with the lavish song-and-dance entertainment that has made this team so popular in their past eight joint appearances. It will follow "Carefree". In addition, Ginger, who has shown her versatility in such comedies as "Stage Door", "Vivacious Lady" and "Having Wonderful Time", will be starred alone in two productions.

Victor McLaglen will be seen in two big pictures. He is co-starred with Cary Grant and Douglas Fairbanks, Jr., in "Gunga Din", and will head the cast of "Pacific Liner", drama of a terror ship aflame with plague at sea.

Claudette Colbert is to be the principal of "Memory of Love", the Bessie Breuer best-seller. Irene Dunne and Charles Boyer will be the co-stars of "Love Match", first of the two Leo McCarey Productions by the producer-director who won the 1937 Academy award for his direction of "The Awful Truth".

Young Peter Holden, acclaimed the world's prize boy actor, will appear in a picture with Bob Burns. Tommy Kelly, by special arrangement with Selznick-International, will have the title role in Sol Lesser's production of "Peck's Bad Boy with the Circus". Bobby Breen is to star in two Lesser productions.

The new season will be signalized for RKO Radio by two feature series. Jack Oakie and Lucille Ball are co-starred in the first two of a series of four "Annabel" films presenting the comic as a hairbrained publicity expert, and Miss Ball as a screen star. The two already completed are titled "The Affairs of Annabel" and "Annabel Takes a Tour".

"The Saint" series, ushered in with "The Saint in New York", will continue with "The Saint Strikes Back" and "The Saint in London". These are based on Leslie Charteris' world-known character "The Saint", hero of a dozen detective mystery best sellers.

Joe Penner, elevated to stardom this year, has the title role of "Mr. Doodle Kicks Off", to be released at the height of the football season. George O'Brien, four of whose Westerns were released this season, is to star in six big action shows. Harry Carey will come to his following in a sweeping Western drama called "Law West of Tombstone".

Anne Shirley and a stellar cast now forming are to appear in "Sorority House".

"Virginia City — On The Silver Trail of Nevada" will bring in epic proportions the thrilling tale of the great Nevada silver rush. "The Night of January 16" will be produced from the A. H. Woods stage production which had 235 performances on Broadway.

Other showmanship features are:

"Washington Agent", a story of G-Men and spies; "What's Your Number?", dramatizing the policy racket; "A Man to Remember", drama of a family doctor which will be a three-way vehicle for Anne Shirley, Edward Ellis and Lee Bowman; "Beauty For The Asking", presenting the story of women in quest of beauty.

"The Inside Room", from the Woman's Home Companion story "On The Spot"; "Fugitive For A Night", an inside Hollywood story with a different laugh-and-murder angle; "The Miracle Racket", in which Sally Eilers has the leading part in a dramatic story of a smart show girl turned evangelist; "Five Came Back", dramatizing a giant clipper plane crashing in the jungle with five of the men and women fighting their way out to civilization; "Air Pirate", a thriller of an outlaw of the clouds; and "Wildcat Bus", a new against-the-law racket screen story.

From England will come "Sixty Glorious Years", a Herbert Wilcox production in Technicolor, successor to "Victoria the Great". The cast will be headed by Anna Neagle, Anton Walbrook and C. Aubrey Smith, and will boast a cost of thousands. Production is already under way.

EIGHTEEN DISNEY ATTRACTIONS

FOR the 1938-39 season, RKO Radio will release eighteen Walt Disney short features in Technicolor. Six of these will be special attractions. First of this group, "The Brave Little Tailor", to be released in September, will be a Disney "special" based on the fairy tale by the Grimm Brothers, authors of "Snow White and the Seven Dwarfs". The others are "Farmyard Symphony", "Donald's Golf Game", "Ferdinand the Bull", "Merbabies", "Mother Goose Goes Hollywood", "Donald's Lucky Day", "Society Dog Show", "The Practical Pig", "The Hockey Champ", "The Ugly Duckling", "Goofy and Wilbur", "Donald's Cousin Gun", "The Beach Picnic", "Sea Scouts", "The Autograph Hound", "Donald's Penguin" and "The Pointer".

Mary Pickford Blames Current Industry Slump On General Business Recession

BY "JAY L"

"MISS PICKFORD," said I, "I would like to interview you as one of the original founders, and a member of the Board of Directors of United Artists Corp., if that is agreeable to you."

"It is, my business-like friend," said she, smiling, and so began a game of questions and answers that extended about twenty minutes past the ten your reporter had been originally allotted.

First of all, I would like to explain the circumstances under which "America's Sweetheart" returned to the city of her birth, for the explanation will give you an insight into the character of Miss Mary Pickford, that is well worth knowing.

Every summer the Toronto Daily Star conducts a drive for funds to send underprivileged children and their mothers to camps in the country, a worthy cause which has been subscribed to by the people of Toronto and neighbouring cities for a good many years. Every year, Miss Mary Pickford, mindful of the time when she was a poor child living in Toronto, and lacking the wherewithal to escape the blazing hot sun, has sent a sum as a contribution to this cause. This year, Gregory Clark of the Star had a brainwave. Why not get in touch with Mary Pickford, and ask her to come to Toronto and appear on the Fund's annual broadcast. He did, and she did, and thanks to her efforts, the broadcast realized the record-breaking sum of $5,700.

But back to the questions and answers.

"Miss Pickford," asked your reporter, "are you planning any further production activities?" "Not in the immediate future, at any rate," replied Mary, "and perhaps not at all. Right now I am tied up with this cosmetic business which I am starting, and that keeps me pretty busy." When I mentioned Pickford - Lasky Productions, which functioned to the extent of two pictures, the reply was "Oh, that's all finished".

I then asked Mary what her opinion, as a director of U.A., was on the company's policy of selling away from the dominant theatre chain in this country, and whether she believed monopolies should be broken up. Mary replied that a monopoly could do a great deal of good as well as evil. She said that the Famous Players have a fine chain of theatres in Canada, and that, of course, the policy of U.A. was to make pictures for the public, to be exhibited in the best theatres, but that in this instance, there were serious reasons for the policy as adopted by U.A., reasons which she was not at liberty to discuss.

"What is your opinion of British pictures, as compared to American films, technically, and in entertainment value?" Miss Pickford replied as follows: "From a technical angle, British pictures are our equal, especially those of Mr. Korda, but I do feel that some of the stories chosen for British films are unsuitable for the American market. However, many American films I consider unsuitable for the British market, also because of the story content."

In a reply to a request for her views on the U.S. Government suit against the Film Industry, and whether it was her belief that the exhibition end of the Industry should be divorced from production and distribution, Mary Pickford stated, that as she was one of those named in the suit, she could not express any views on that subject.

"Do you believe that the present campaign being waged by the Industry, namely the 'Motion Pictures' Greatest Year' Campaign, will stimulate the box-office of the nation?" I querried. Miss Pickford replied that she believed the best tonic for box-office ills is great pictures. "Of course," she added, "advertising is a great medium for the fostering of good will, and I believe a well-planned campaign may do considerable good."

I questioned Miss Pickford if she meant that the present slump has been caused by poor pictures. "No, I believe that the present slump is only the reflection of the general business recession we have been experiencing in every industry."

Your reporter asked Miss Pickford if she was planning another radio program for the Fall, and she told me that she had several very attractive offers to do a program, but that she was planning to go on the air for her own cosmetic company, and that it might not be until mid-Winter, or even until the Fall of 1939. She also revealed that the company was planning to establish factories in New York, St. Louis and Hollywood, and, she was hoping, one in Toronto.

And so amid the jangle of telephones on every side, and the pounding on the doors by autograph seekers, I bade a reluctant adieu to Mary Pickford, one of the most famous names in this Industry of ours.

$2,100 FOR EXHIBITORS IN INDUSTRY DRIVE

AS an extra, added attraction, and apart from the profit and glory in putting across "Motion Pictures' Greatest Year" in their own theatres, exhibitors who crash through with lively exploitation campaigns, who make the best use of materials and accessories in the Drive, will share in $2,100 in prizes, under the terms of an Exhibitors' Contest announced today by George J. Schaefer, Executive Chairman of the Campaign Committee.

To equalize the chance of large and small exhibitors, there will be three sets of awards, each offering $700 in five prizes.

One set of prizes will go to the winners representing theatres in communities whose population run under the 15,000 line; a second set to managers in cities from 15,000 to 100,000 population, and the third prize to managers in cities over 100,000.

In each division the prizes will be awarded as follows:

First Prize, $500; Second Prize, $100; Third Prize, $50, and Fourth and Fifth Prizes, $25 each.

The Campaign's Exploitation and Press Book Committee is working day and night to make the press book and the accessories it lists available to exhibitors in ample time for the Drive's opening on September 1st. Howard Dietz is in charge of the advertising section of the book; S. Barret McCormick, of publicity, and Monroe Greenthal, of the exploitation section. Jimmie Clark will handle the physical distribution to exchanges, which will in turn distribute to individual theatres.

WESTVILLE HOUSE RENOVATED

Westville N.S. — Pictou County's newest and most up-to-date theatre, the Roxy, in Westville, which was closed for one week for redecorating and renovating, was re-opened last Friday evening. The Westville Theatre Co., who has leased the Roxy for the past two years to the Jubilee Theatre Ltd. of Stellarton, and the latter company have spared no expense to bring this theatre up to present-day standards.

"Alexander's Ragtime Band" Smash $75,000, Roxy, N.Y. Looks Set for 6 Week Run

SMASH THEATRE SAFE

Toronto, Ont.—Thieves broke into the Beach Theatre early Sunday morning, attempting to force the safe. The combination had been knocked off, but they failed to open the door. The break-in was discovered by P. C. Dunsheath, who reported the matter to Roy Downey, manager of the theatre.

NEW DELHI HOUSE OPENS

Delhi, Ont. — The new Imperial Theatre owned by Robert D'Hondt, opened here last week. Mr. D'Hondt started construction of the modern building several months ago, and it was completed last week. The new theatre is located on King Street, immediately west of the Capitol Theatre. The new house is one of the most modern of its kind in southwestern Ontario. Indirect lighting has been installed throughout the building, and the entire construction is fire-proof. It has a seating capacity of 450.

NEW THEATRE NEARING COMPLETION

Toronto, Ont. — The new Avenue Theatre, being constructed on Eglinton Ave., just west of Avenue Road, will use brick glass for the front of the theatre, and a specially air-conditioned gallery for smoking will be one of the features of the new Goldhar-Solway house. The theatre will have a seating capacity of 700. There will be accommodation for 550 downstairs, and for 150 in the specially designed gallery. Plans call for the new house to be opened by September 15.

Stop ! Look ! Listen !

RKO Radio signs deal with Douglas Corrigan for filming of latter's life story, including the "wrong way" flight; Corrigan will assist studio in the story arrangement and will aid in production . . . Sam Engel resigns as associate producer, 20th Century-Fox . . . British producers request inclusion in "Motion Pictures' Greatest Year" Drive . . . Cecil de Mille chooses Joel McCrea for lead in "Union Pacific" . . . Stan Laurel ousted by Producer Hal Roach; report Hardy to be teamed with Harry Langdon . . . Norman Taurog to direct "Wizard of Oz", Technicolor special for M-G-M; Mervyn LeRoy producing . . . U. S. Northwest independent exhibitors prophesy shift of first runs to neighbourhood houses; downtown parking problem held chief reason . . . Howard Hughes planning $1,500,000 production based on career of Amelia Earhart . . . . Lionel Atwill celebrates 34th year in showbusiness by signing four-way contract with 20th Century-Fox, calling for services as actor, writer, producer and director . . . Television sets offered for sale at $150 by Olympia Radio Exposition, London; payments arranged on installment basis at $1.50 per week . . . Major companies and unions continue existing terms for another year . . . American press hail Korda's "Drums", as "Spectacular Smash" . . . . Report Columbia planning to make three features in England for current season.

Ray Lewis and Miss June Duprez, star of Korda's "Four Feathers", photographed at Denham Studios, with a group of Canadian students touring England under the auspices of the Overseas Educational League.

"Movie Quiz" Details Announced

COMPLETE details and rules of the contest, which has the O.K. of the postal authorities, were made public this week by the "Motion Pictures' Greatest Year" contest committee, headed by Charles McCarthy and Bob Gillham. A 32-page illustrated booklet, containing all the essentials necessary to enter the contest, and to be distributed to movie patrons free through local theatres, is now being readied for the printer. The cost to exhibitors, because of the huge quantity, has been brought down to the amazingly low sum of $5.50 per thousand.

This booklet will list all of the 94 pictures with which the contest is concerned, with cast and illustrations, with a line or two of descriptive matter on each, serving to induce the public to see the picture. The contest questions will follow. Thus, the booklet, in addition to its contest purposes, will be an attractive compendium of the pictures to be released this Fall.

The industry's message to the public, outlining its reasons for the slogan "Motion Pictures Are Your Best Entertainment", and the official rules of the contest, will preface the booklet. Finally, the end of the booklet will contain a blank page on which the contestant can state, in 50 words, his preference among the contest pictures he has seen, and his reasons for the choice.

The back of the booklet will be left blank for the imprint of the theatre distributing it.

Advertisements all over the country will carry reproductions of this booklet, acquainting the public with its existence and directing readers to the theatres for their copies.

The contest will be known officially as the "Movie Quiz" contest. It will open on September 1 and close at midnight, December 31. There will be 5,404 prizes totaling $250,000, to be distributed to the winners in this order:

First Prize	$50,000	
Second Prize	25,000	
2 prizes of	10,000	each
5 prizes of	5,000	each
5 prizes of	2,000	each
10 prizes of	1,000	each
40 prizes of	500	each
40 prizes of	250	each
300 prizes of	100	each
5,000 prizes of	10	each

"Marie Antoinette" Opens Two-a-Day Run, Astor, N.Y.

Merryl Lea In London

METRO - Goldwyn - Mayer's "The Shopworn Angel", was trade shown recently at the Cambridge Theatre. With Margaret Sullavan as Daisy, the actress turned "angel"; Jimmie Stewart as the private with dreams of an "angel"; and Walter Pidgeon as the man of the world in love with Daisy, who is really no "angel". I'll say "Shopworn Angel" will be a "good angel" at the Box-Office! This picture presents the love triangle, with a new twist. It holds your interest, and combines comedy, love and tragedy. It ends happily, but with a note of tragedy.

Margaret Sullavan, in a difficult role, with the sympathy all on the side of Jimmie Stewart, the country boy who falls in love with the hard-boiled actress—holds her own. She delighted us in "Three Comrades", and we are expecting many a Box-Office success from her.

Also shown was a Fitzpatrick Travel-Talk on Sweden, in Technicolor, and a trailer on "Fast Company" — which is something to talk about, because it will really make your patrons want to see the picture!

LONDON TRADE SHOWS

WHILE on the subject of Trade Shows here in London — let's talk about Trade Shows generally. Of course, in Canada they don't exist — but in England they are run just about every night in the week. In key centres, London, Liverpool, Birmingham, Cardiff, Leeds, Glasgow, Manchester, Newcastle, Nottingham, Sheffield, the theatre owners can all have the pleasure, which is sometimes dubious, of going to the movies.

The Trade Shows of each company's product, seem to draw various groups. The difference between one audience (of exhibitors) and the next is so evident, that alighting from a taxi, one glance at the crowd was sufficient last night, to make me aware of the fact that I had made a mistake and come to the wrong theatre. I was going to the M-G-M show at the Cambridge, mixed my theatres and went to the Piccadilly. It happened to be a British picture with provincial appeal.

However, the fact is the exhibitors won't attend the trade show of a poor film, or one made by a company which is not up to the best standards — any more than their patrons will attend their theatre when a poor program is running. If the exhibitor can't "take it" — his patrons won't pay for it.

"HOLIDAY" RE-TITLED

"UNCONVENTIONAL LINDA", Columbia's current laugh which features Katharine Hepburn and Cary Grant, and which is releasing under the title "Holiday" in America, was trade shown here on Wednesday night. Columbia showings this week include, "Reformatory" with Jack Holt, Bobby Jordan, and Charlotte Wynters; "Highway Patrol" with Robert Paige and Jacqueline Wells; and "City Shadows" with Edith Fellows and Leo Carrillo.

"THE CITADEL"

WENT out to the Denham Studios, to have a look at "The Citadel", which Metro-Goldwyn-Mayer is shooting. What a cast they have in this Cronin best-seller! With Robert Donat as the Harley Street doctor, Rosalind Russell as his wife, and with some of the best actors and actresses of the English stage in the film — this picture is sure to be a fine production. Mary Clare and Penelope Dudley Ward have also been added to the cast.

Chatting with Robert Donat, who is signed for a series of six pictures for Metro-Goldwyn-Mayer, revealed his pleasure in being with M-G-M. Mr. Donat is very enthused about his characterization of the doctor, who rises from a humble practice in the mining township of Blaenelly, to become a fashionable West End doctor.

The novel, "The Citadel", ends with the death of Christine, wife of Doctor Andrew Manson. When Producer Victor Saville asked Mr. A. J. Cronin, the author, why he had Christine killed by an automobile, Mr. Cronin answered. "I thought he should go on in the medical profession unfettered". Mr. Saville (and others), do not think 'a wife' means a 'fetter' for a medical man—so Christine (Rosalind Russell) lives in the film version, to be the helpmate of her husband, just as she advised him against the course he pursued as the fashionable doctor, rather than the high principled young doctor he had been.

LONDON ROUNDABOUT

MET Herbert Wilcox out at the Denham Studios. He was telling us about the 'sneak' showing at the studio, of the newly completed, "Sixty Glorious Years". Of course — the picture is 'stupendous'! Personally, we can hardly wait to see it, and are looking forward to a private showing very soon. RKO Radio will distribute this picture in Canada, and we'll give you a report on it at the first opportunity. It has received plenty of advance publicity already, because of the "exclusive" rights to shoot scenes at Windsor, St. James, Balmoral and Buckingham Palace . . . Grace Moore is to make a film version of the opera, "Louise" for a French company in Paris. It will be produced in both French and English. Miss Moore is to sing in London at Queen's Hall in November, in aid of Charity . . . . Gaumont-British is the first film company to record the traditional Speaker's procession into the House of Commons. On Saturday, the corridor leading into the central lobby and the lobby itself, were lighted, and cameras shot the procession. Special permission was granted, because of the educational purposes to which this film will be put — that of showing school children the benefit of democratic government. These educational films are released through Associated Screen News in Toronto . . . Robert Morley, who played with Norma Shearer in "Marie Antoinette" for Metro-Goldyn-Mayer, is now in Perranporth, England, acting in Peter Bull's little summer theatre in the American comedy, "Accent On Youth". This September he will return to New York to appear in Norman Marshall's production, "Oscar Wilde", in the title role.

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EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

"Four's A Crowd", Good Draw, Radio City Music Hall

Shooting the Stars

TERRY KILBURN, the English lad who made such a hit in "Lord Jeff", is to be rewarded by M-G-M with one of the choicest acting plums of the year; he will play TINY TIM in the screen version of CHARLES DICKENS' "CHRISTMAS CAROL", with LIONEL BARRYMORE as SCROOGE . . . . BINNIE BARNES, who scored so successfully in a comedy role in "Three Blind Mice", has been signed to a long-term contract by 20TH CENTURY-FOX; she will next be seen in "THE THREE MUSKETEERS", starring the RITZ BROTHERS . . . . HUMPHREY COBB, whose novel, "PATHS OF GLORY" won world-wide fame, has been signed by SAMUEL GOLDWYN to collaborate with HOWARD ESTABROOK and DIRECTOR HENRY HATHAWAY on the final screen draft of "THE LAST FRONTIER", to star GARY COOPER . . . . BASIL RATHBONE will play a straight role in WARNER BROS.' new picture, "DAWN PATROL", starring ERROL FLYNN, with George Brent, Claude Rains, Patric Knowles, Ian Hunter, Melville Cooper and Rathbone's son, Rodion . . . EVELYN KNAPP and ROBERT KENT have been signed to play leading roles in FRANKIE DARRO'S first film in a series of four for MONOGRAM, "WANTED BY THE POLICE" . . . ANN MILLER, dark-haired dancing star of RKO RADIO Pictures, has been assigned by her studio to share top honors with SALLY EILERS in "MIRACLE RACKET", which Producer B. P. Fineman will send before the cameras early next month . . . Harry C. Bradley, Hooper Atchley and Howard Davies were engaged this week by COLUMBIA for roles in "THE LADY OBJECTS", starring LANNY ROSS and GLORIA STUART . . . RITA JOHNSON, former assistant to Walter Winchell, and who has appeared in several pictures for M-G-M, the latest, "RICH MAN, POOR GIRL", has been given a new long-term contract by her studio . . . RITA OEHMEN and PEGGY CARROLL are additions to the cast of "FUGITIVE FOR A NIGHT", now filming at RKO RADIO with Frank Albertson, Adrienne Ames, Allan Lane and Bradley Page . . . PATSY KELLY, clever screen comedienne, will have a prominent role in WALTER WANGER'S "TRADE WINDS", co-starring FREDRIC MARCH and JOAN BENNETT, for U.A. release . . GEORGE BARBIER will have a featured role in "HOLD THAT CO-ED", now in production at 20TH CENTURY-FOX with GEORGE MURPHY, MARJORIE WEAVER and JOHN BARRYMORE in the leading roles . . . ANN SHERIDAN will be starred in her next picture for WARNER BROS., "STUDENT NURSE", with MARIE WILSON and MARGARET LINDSAY in leading roles . . . "PHANTOM TRAIL", is the title of the latest BUCK JONES starring picture for COLUMBIA, on which production started this week; DOROTHY FAY has the feminine lead.

Myrna Loy, lovely M-G-M star, co-starred with Clark Gable in "Too Hot To Handle".

Trans - Canada Showings

TORONTO

BLOOR
"Blockade" (Wanger - U.A.), starring Madeleine Carroll and Henry Fonda.

IMPERIAL
"The Texans" (Paramount), starring Joan Bennett and Randolph Scott.

LOEW'S
"Algiers" (Wanger - U.A.), starring Charles Boyer, and "The Chaser" (M-G-M), with Dennis O'Keefe.

SHEA'S
"Passport Husband" (20th Century-Fox), starring Stuart Erwin, and "Keep Smiling" (20th Century-Fox), starring Jane Withers.

UPTOWN
"Always Goodbye" (20th Century-Fox), starring Barbara Stanwyck and Herbert Marshall.

MONTREAL

CAPITOL
"Little Miss Broadway" (20th Century-Fox), starring Shirley Temple, and The Jones Family in "A Trip to Paris" (20th Century-Fox).

FRANCAIS
"Adventures of Robin Hood" (Warners), starring Errol Flynn and Olivia de Havilland.

ORPHEUM
2nd week. "Algiers" (Wanger-U.A.), starring Charles Boyer.

PALACE
"Always Goodbye" (20th Century-Fox), starring Barbara Stanwyck and Herbert Marshall.

PRINCESS
2nd week. "Love Finds Andy Hardy" (M - G - M), starring Lewis Stone, Mickey Rooney and Judy Garland.

SAINT JOHN

CAPITOL
"Port of 7 Seas" (M-G-M), starring Wallace Beery.

EMPIRE
"Cafe Metropole" (20th Century-Fox), starring Loretta Young and Tyrone Power, and "Second Wife" (RKO Radio), starring Gertrude Michael and Walter Abel.

PRINCESS
"God's Country and the Woman" (Warners), starring George Brent, and "When Love Is Young" (Universal), starring Virginia Bruce.

REGENT
"I Met My Love Again" (Wanger-U.A.), starring Joan Bennett and Henry Fonda, and "Blossoms on Broadway" (Paramount), starring Edward Arnold.

STRAND
"Love Under Fire" (20th Century-Fox), starring Loretta Young and Don Ameche, and "One Mile from Heaven" (20th Century-Fox), with Claire Trevor.

WINNIPEG

CAPITOL
"Shopworn Angel" (M-G-M), starring Margaret Sullavan and James Stewart.

FOX
"Mad About Music" (Universal), starring Deanna Durbin, and "The Kid Comes Back" (Warners), starring Wayne Morris.

GAIETY
"Vivacious Lady" (RKO Radio), starring Ginger Rogers and James Stewart, and "Swiss Miss" (M-G-M), starring Laurel and Hardy.

LYCEUM
"You and Me" (Paramount), starring Sylvia Sidney and George Raft, and "Expensive Husbands" (Warners), with Patric Knowles.

METROPOLITAN
"Cowboy from Brooklyn" (Warners), starring Dick Powell and Priscilla Lane, and "When Were You Born?" (Warners), with Anna May Wong.

CALGARY

CAPITOL
"The Amazing Dr. Clitterhouse" (Warners), starring Edward G. Robinson with Claire Trevor.

PALACE
"Give Me A Sailor" (Paramount), starring Martha Raye and Bob Hope.

PLAZA
"Shall We Dance?" (RKO Radio), starring Fred Astaire and Ginger Rogers, and "Lady From Nowhere" (Columbia), with Mary Astor.

STRAND
"Big City" (M-G-M), starring Luise Rainer and Spencer Tracy, and "Navy Blue and Gold" (M-G-M), starring James Stewart and Robert Young.

VARIETY
"You're A Sweetheart" (Universal), starring Alice Faye, and "Air Devils" (Universal), with Dick Purcell.

VANCOUVER

BEACON
"When G-Men Step In" (Columbia), with Don Terry, and "Renfrew of the Royal Mounted" (G-N), with James Newill.

CAPITOL
"Shopworn Angel" (M-G-M), starring Margaret Sullavan and James Stewart, and "Passport Husband" (20th Century-Fox), with Stuart Erwin.

DOMINION
"White Banners" (Warners), starring Claude Rains and Fay Bainter, and "Cocoanut Grove" (Paramount), starring Fred MacMurray.

ORPHEUM
"Love Finds Andy Hardy" (M-G-M), starring Lewis Stone, Mickey Rooney and Judy Garland, and "Speed To Burn" (20th Century - Fox), with Michael Whalen.